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Broadcasting Aug 29

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57th Year 1988
SPECIAL REPORT ON Journalism

Vol. 115 No. 9

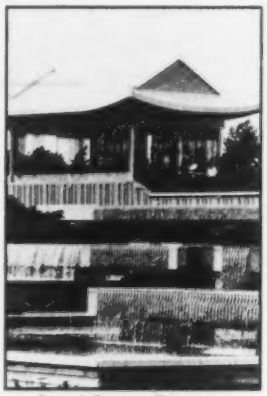
Broadcasting Aug 29

Frustrated chairman...

Politics and thinned ranks raise degree of difficulty in FCC Chairman Dennis Patrick's achieving his agenda.
PAGE 27.

Summer in Seoul...

Despite uncertainty caused by domestic and international political conflict in region, NBC's 19 broadcast days of summer Olympic games in South Korea are expected to be profitable. **PAGE 28.** Radio readies for XXIV Olympiad.
PAGE 29.



Seoul Sports Complex

Extra window... Televentures's decision to sell additional window of its Pegasus movie package—which includes such films as "Peggy Sue Got Married," "Agnes of God" and "Blind Date"—to basic cable does not please some broadcasters.
PAGE 48.

'Agnes of God'

31/MOVING FAST

NBC-TV plans to backhaul and distribute coverage of 1988 summer Olympics from South Korea, moving signals from Seoul to New York and out to American viewers "in less than a second," network says.

31/READY TO SELL

RKO to sell its Los Angeles and New York radio stations for about $140 million.

33/STRATEGY SESSION

Senior cable executives meeting in Chicago plan ways to strengthen spot cable business.

34/STATUS QUO

Makeup of key congressional committees that establish communications policy are not expected to change significantly after congressional elections this fall.

35/JOURNALISM '88

BROADCASTING's annual report on state of art of journalism focuses on such perennial issues as winning ratings battles, coming up with new programing and bottom line. Added to this election year's list of subjects covered: mandate of TV news, cable news operations and latest entry in TV's informational programs: reality-based shows.

50/HOMEWARD BOUND

According to some radio broadcasters, successful stations in 1990's will be those concentrating now on local sales training.

56/SUIT SETTLED

Cable franchise applicant to be paid $13.5 million by city of Sacramento and Scripps Howard.

59/PAY AS YOU GO

Cablevision Systems offers subscribers in Brooklyn and the Bronx, N.Y., pay services on stand-alone basis, without basic cable.

63/IMAGINABLE

Robert Harris, president of MCA Television Group, joins Imagine Films Entertainment as president, motion pictures and television.

65/GOING OUT OF BUSINESS SALE

Jack Kent Cooke puts all his cable systems up for sale; price could exceed $1.5 billion.

87/PROLIFIC PRODUCER

Since first heading to Hollywood in 1955, Fries Entertainment Inc.'s Chuck Fries has become one of industry's most prolific long-form television producers, with more than 100 made-for-TV movies to his credit.

89/BARTER BARRIER

Advertiser Syndicated Television Association (ASTA) says that barter syndication market will reach $1-billion mark in 1988, one year ahead of projections.

32/MEDIA RAPPED BY PUBLIC

Times Mirror survey shows majority of public thinks coverage of Dan Quayle is unfair and too much.

Quayle meets the press

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	47,042,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	52.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

suit charging that directors failed to consider other offers and obtain best price for shares. Chris-Craft Industries has also filed lawsuit claiming that Warner's acquisition of Lorimar's TV stations, along with rest of company, would violate 1984 shareholder agreement by which Chris-Craft, group owner, became Warner's largest shareholder. Warner issued statement saying that it complied with shareholder agreement by seeking to place stations in irrevocable trust, instructing trustee to sell stations. Definitive merger agreement was signed May 17. Lorimar shareholders meeting to approve merger is tentatively planned for late September. ¶ MSO's United Cable (UCT) and United Artists Communications Inc. (UACI) signed definitive agreement March 8 to merge into new company, United Artists Entertainment Co. (UAE). UACI stockholders would exchange shares one-for-one for shares of UAE. UCT stockholders have option to receive either $35 cash or one share of UAE with right to put that stock to Tele-Communications Inc., "...at 90% of its then value determined on a going concern basis or liquidation basis, whichever would yield the greater value." Agreement ended TCI's standstill agreement with UCT and allowed TCI to expand UCT ownership beyond 23% stake in March to 41% share as of July 29. TCI owns roughly two-thirds of UACI and would own a majority of newly formed UAE. Proxy is under review at SEC, and is expected to go to shareholders in mid-September. ¶ On April 23, joint venture of Tele-Communications and Comcast agreed to purchase SCI Holdings, fourth largest MSO serving 1,480,000 subscribers. Plan was amended in July with Comcast purchasing 50%, TCI purchasing 35% and TKR Cable, 50/50 MSO venture of TCI and Knight-Ridder, getting remaining 15%. Consideration includes assumption of debt, expected to be $2 billion at time of closing. SCI stock and warrants will be purchased from KKR for $1.55 billion, subject to adjustment, with buyers obtaining access to $800 million in SCI cash and marketable securities, plus ability to draw on $500 million bank revolving credit. Seller Kohlberg Kravis Roberts & Co. is keeping SCI's broadcast television interests. On July 26, SCI received comments of SEC on consent solicitation of SCI debt holders. Hart-Scott-Rodino review period has expired and transaction is expected to close in early fall. Company has already received franchise approval on transfers involving "substantial" number of SCI subscribers.

Must Carry

Fate of must carry is now in hands of Congress. Supreme Court in May rejected petition that it review decision of U.S. Court of Appeals declaring commission's second version of rules unconstitutional. FCC, responding to congressional pressure, is collecting information Congress has requested in connection with must-carry issue. It has queried systems and broadcasters on effect elimination of must-carry rules has had on broadcasters. Results are due Sept. 1. Last February, National Association of Broadcasters television board directed NAB staff to seek all avenues to restore must carry. To support argument, it surveyed broadcasters and found, of 259 responding, around 50 that are not being carried on at least one cable system that would have had to carry them under must-carry rules. National Cable Television Association is also conducting survey, but results are not expected until early fall.

Network Rules

FCC's network rules—adopted over years to limit power of neworks over affiliates, program suppliers and other media—are being reviewed, and several may be modified or eliminated in upcoming year on ground that networks now face stiff competition, particularly from cable. FCC has opened proceedings looking at rules prohibiting networks from representing affiliates in spot advertising market, barring networks from owning cable systems and limiting network-affiliate contracts to two years.

FCC initiatives are taking place as networks prepare to sit down with Hollywood studios and reconsider financial interest and syndication rules, which limit networks' ownership interest in network programing and in syndication of programing after its network run (BROADCASTING, July 4). Meetings at "relatively high level" are expected to begin in six weeks (BROADCASTING, Aug. 15).

With some prompting by networks, FCC tried to eliminate rules in early 1980's, but Congress and President Reagan quashed effort. FCC will wait for affected industries to reach compromise before it takes up issue again.

Public Broadcasting

■ Senate 1991-1993 CPB reauthorization bill, S. 2114, and companion House bill, H. 4118, both of which passed through committee in late July, had still not come to floor votes before late summer congressional recess. Amendments to Senate bill would shift 80% of CPB national program funding directly to pub-

lic stations; codify division of federal money between CPB and stations; cap CPB administrative expenses at 4% of previous year's budget; cap CPB system support budget at 6% of current budget; limit CPB funding of any program to four years maximum, and require that CPB-funded programs meet criteria related to underserved audiences and innovation. System support cap would begin in FY 1989, all other measures would go into effect in FY 1990.

CPB has called Senate amendments "attack" on its mandate and have charged that, with all national programing in station hands, several established series may go on "endangered species list." CPB board had recently adopted package of resolutions that, in future budgets, would "focus CPB's resources on limited number of higher priority issues," with "measurable" contribution to programing as single criterion for each budget decision. PBS and National Association of Public Television Stations support amendments, saying stations already prove ability and willingness to support national schedule.

House version contains language creating new program fund specifically to support independent productions and to "expand diversity and innovativeness of programing." Other House amendment would direct CPB to appoint separate overall programing review board to report to Congress annually "in respect to serving the needs of minority and diverse audiences."

Each bill authorizes CPB $304 million in 1991, $345 million in 1992, $404 million in 1993 and $200 million over those three years for replacement of satellite interconnection system due to expire in 1991. Administration has recommended freeze at 1988 level, $214 million.

Results of Senate and House conference on 1991 CPB appropriations—$242,060,000 to CPB with additional $56,810,000 earmarked for replacement of satellite interconnection system—also had not been voted on before recess.

PBS presented ideas to stations for streamlining program acquisition process and called for reinstatement of some common carriage of prime time schedule to aid in promotion during annual Program Meeting (formerly Program Fair) in San Francisco last month. PBS would like to expedite Station Program Cooperative process, in part by gaining authority to negotiate with producers and to strengthen link between national programing decisions and PBS schedule needs.

NPR board, meeting July 13-14, adopted procedures for mainstreaming new programs into stations dues structure. "Unbundled" performance and news packages of NPR programing will be offered for first time Oct. 1. Board also adopted 1989 capital budget of one million dollars and announced a distribution fee reduction of over 20%. NPR this month launched *Latin File*, 14-minute, daily Hispanic news service in English.

Syndex

FCC has received petitions to reconsider, in whole or part, new syndicated exclusivity rules adopted at May 18 meeting. Rules, which empower television stations to enforce exclusivity of their syndicated programing against cable systems, are tentatively set to take effect Aug. 18, 1989. To mitigate impact of rules, FCC adopted one-year transition period.

In adopting rules, which are similar to those dropped by agency eight years ago, FCC said they would end "the reign of re-runs" on cable and increase the diversity of programing on broadcast and cable. They would also make television marketplace fairer by allowing television station to contract for true exclusivity as cable programers do, FCC said.

Today, typical cable system imports several distant broadcast signals; some of syndicated programing on signals duplicates that on local television stations. Under syndex rules, stations can force cable systems to delete duplicative programing.

The FCC acknowledged that cable systems would suffer increased costs from having to delete and, if they wish, substitute programing, but said benefits outweigh costs.

TV Stereo

Starting in fall 1988, CBS-TV will transmit all programing in stereo—network has been averaging about two hours per month of stereo programing. About one-third of CBS-TV's 200 affiliates are equipped to transmit in stereo. NBC-TV has 139 affiliates capable of stereo delivery. This season, NBC's prime time schedule except for *Night Court*, half-hour sitcom, has been broadcast in stereo. Along with late-night programing and some sports telecasts, NBC averages 29 hours per week in stereo. ABC-TV, with 42 stereo affiliates, has 10 prime time stereo shows with average of seven hours per week.

Wireless Cable

Having completed financing, Microband Companies Inc., New York, has begun marketing wireless cable service in Washington. In addition to off-air signals from Washington and Baltimore, service features 10 cable programing services, including Home Box Office. With some cooperation from FCC, Microband hopes to increase number of cable services to 21 by end of year.

Wireless cable, which uses mix of ITFS and MDS channels to broadcast multiple cable programing services to subscribers, is now available in several other large markets. Microband operates systems in New York and Detroit.

Wireless Cable Association, trade association representing wireless cable operators, has elected Robert Schmidt president. Schmidt is former president of National Cable Television Association. WCA believes cable industry is unfairly denying wireless cable operators programing. ■

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Founder and Editor
Sol Taishoff, *(1904-1982)*

1705 DeSales Street, N.W. Washington 20036
Phone 202-659-2340

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Bureaus

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Phone: 212-599-2830
Geoff Foisie, *chief correspondent*
Adam Glenn, *assistant editor*
Scott Barrett, *staff writer*
June Butler, *advertising assistant*
Cecelia Tyson

Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Tim Thometz, *Western sales manager*
Sandra Klausner, *editorial-advertising assistant*
Stephen McClellan, *chief correspondent*
Steve Coe, *staff writer*

International Advertising Representatives

Europe and United Kingdom: Lucassen International, John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC Badhoevedorp Amsterdam, Netherlands. Phone 31(2968)6226. Telex 18406 harke nl. ■ *Japan:* Masayuki Hanihara, Yukari Media Inc. 9-4-302 Miyakojima-kitadori 2 chome, Miyakojima, Osaka, 534 Japan. Phone (06) 925-4452. Telex 02423928.

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Lawrence B. Taishoff, *president*
Donald V. West, *vice president*
David N. Whitcombe, *vice president*

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said Bill Franks, program director, KRBK-TV Sacramento, Calif., "but because our library is relatively lean, we're still interested." KRBK-TV made a counteroffer to Televentures for the package after Televentures' initial asking price, and Franks says that the "two figures were pretty far apart. [The basic window] obviously dilutes the product, and that played a part in our counter offer."

"We have not considered selling a basic cable window on any of our packages at this point," said Larry Hutchings, senior vice president, Orion Television Syndication. Orion currently distributes Orion IV, a 22-movie package that includes "No Way Out," "Throw Momma From the Train" and "Robocop." "We have a traditional pay window, an ad-hoc or network window, a second pay window, and then a syndication window," he said. The reason that Orion hasn't marketed any of their packages in similar fashion, said Hutchings, "is because we've always had a second pay window." Hutchings also said that in the future, forfeiting a pay window for one on basic may be a more profitable move for packages. "As each month and year goes by, they are reaching higher and higher for good product," he said. For the present, however, Hutchings said that the broadcasters' concern about the basic window was reflected in the prices that Televentures was receiving for Pegasus. "The Pegasus is not achieving real high prices and I think part of it is that they sold to basic cable." Hutchings said that he would be watching the package's progress, with an eye on how the movies in the basic window affect the eventual syndication ratings. "My feeling is that it won't have much; it won't be any different than a second HBO window would cause." □

USA outlines fall schedule

Advertising community gets look at mix of off-network, made-for-cable, children's, sports and games shows

USA Network's 1988-1989 schedule, unveiled for the New York advertising community last week, is largely a blend of off-network reruns, repeating series with new episodes and the first in a proposed schedule of made-for-cable TV movies, along with other new sports, children's and game show programing.

Among the shows joining USA's schedule this year, in addition to NBC's *Miami Vice* and CBS's *Murder, She Wrote*, are an off-network series, *Diamonds*, and a former HBO series, *The Hitchhiker*. Repeats of first-run game show *High Rollers* will be added to the daytime schedule, as will two new animated offerings, while reruns of NBC's *Private Eye* and sitcoms *Bustin' Loose* and *Throb* will air on weekends.

The channel outlined two new projects for its original made-for-TV movie series, as well as monthly showcase movie presentations, new sports programing deals for tennis and college basketball coverage and scheduling for professional wrestling.

The cable service also said it plans a $50 million marketing and ad campaign to promote the new programing over the next two seasons, with spending largely in print, radio and local cable. Attempts to buy time inside *Vice* and *Murder* during the upcoming season on network affiliates in the top 20 markets were largely rejected by the stations, USA said.

The network, which with 45.2 million cable homes is the country's fourth largest cable service, is launching the new schedule and promotion as the first step in a $250 million campaign for exclusive and original programing announced earlier this year.

In a press briefing, USA Network President and Chief Executive Officer Kay Koplovitz predicted basic channels, hers among them, stood to gain as much as 50% in prime time ratings this fall because of the extended rollout of strike-affected schedules at the three major networks.

Koplovitz also said the channel is 40% ahead of last year in advertising sales and is already 85%-90% sold for fourth-quarter prime time. Helping the channel, she said, is USA's delivery of 45% of cable homes on channels 2-13, compared to the 30% delivered last year.

Among the original programing on the channel next season will be 13 new episodes of *Diamonds* to add to the 22 existing episodes of the CBS late night series that originally aired last season. *Diamonds*, scheduled for Sundays at 9 p.m., will begin production on new episodes in October using the original cast.

USA has also reached an agreement with DIC Enterprises to produce an additional 26 episodes of *The Hitchhiker*, the former HBO series USA agreed to acquire last year. The channel will first air the 39 existing episodes in 1989, followed by the new episodes.

Additional new programing for returning series includes two first-run episodes of *Alfred Hitchcock Presents*, with USA promising more new episodes later this season, and 12 new episodes of the former HBO series, *The Ray Bradbury Theater*.

For its prime time schedule, beginning Oct. 3, USA will strip *Vice* at 7 p.m. throughout the week and *Murder* at 8 p.m. Monday-Friday. Movies will air at 9 p.m. on Monday, Wednesday and Friday, and with wrestling and boxing programing on Tuesday and Thursday at 9 p.m. *Vice* will also air at 11 p.m. Monday through Thursday, while *Murder* appears as well Sunday at 6 p.m.

The weekend prime time schedule is rounded out by a mystery movie on Saturday at 8 p.m.-10 p.m. followed by half-hours *Hitchcock* and *Bradbury*. Sundays at 8 p.m. will contain repeats of *The New Mike Hammer*, followed by *Diamonds* at 9 p.m. and former NBC series, *Private Eye*, at 10 p.m.

The new daytime schedule begins Sept. 19 with Orion game show, *High Rollers*, hosted by Wink Martindale, weekdays at 4 p.m., capping off a game-show block beginning at noon. The 185 *High Roller* episodes originally aired in first-run syndication during the 1987-88 season.

A one-and-a-half-hour cartoon block follows, with new entries, *She-Ra: Princess of Power* at 5:30 p.m. and *Fat Albert and the Cosby Kids* at 6, followed by *USA Cartoon Express* at 6:30.

Other returning series include game shows *Bumper Stumpers* and *Chain Reaction*, weekly Hollywood celebrity shows *Cover Story* and *Hollywood Insider*, and weekend shows *Night Flight* and *Dance*

It's NBC by a hair

One-tenth of a rating point kept NBC in the winner's circle for the week ended Aug. 21, the 18th week of the summer season. NBC finished the week with an 8.3/16 over CBS's 8.2/16. ABC finished the week with a 7.8/15.

Nielsen		Net	Show
1.	15.6/28	C	Murder, She Wrote
2.	15.6/33	C	60 Minutes
3.	15.3/29	N	Cosby Show
4.	15.1/31	N	Golden Girls
5.	14.8/26	C	CBS Sunday Movie
6.	14.4/26	N	Different World
7.	13.0/27	N	Amen
8.	12.7/27	N	Hunter
9.	11.6/20	A	ABC Sunday Movie
10.	11.6/23	N	227
11.	11.4/23	C	CBS Friday Movie
12.	10.9/21	N	Matlock
13.	10.8/21	N	ALF
14.	10.7/20	A	Full House, Tues.
15.	10.5/21	A	20/20
16.	10.4/22	A	Full House
17.	10.2/21	A	Mr. Belvedere
18.	10.1/20	A	Who's the Boss?
19.	10.1/23	A	Perfect Strangers
20.	9.9/19	A	Head of the Class
21.	9.9/19	N	Hogan Family
22.	9.8/22	N	Facts of Life
23.	9.6/17	N	NBC Sunday Movie
24.	9.6/17	N	Family Ties
25.	9.5/19	A	Growing Pains
26.	9.2/18	A	I Married Dora
27.	8.6/19	C	Beauty and the Beast
28.	7.9/17	N	NFL Pre-season Friday
29.	7.8/15	C	Jake and the [illegible]an
30.	7.7/15	A	Republican Convention, Thurs.
31.	7.2/13	A	MacGyver
32.	7.1/13	N	Republican Convention, Mon.
33.	7.0/13	A	Loner
34.	7.0/14	C	Newhart
35.	7.0/13	A	Republican Convention, Thurs.
36.	6.8/13	A	Spenser: For Hire
37.	6.8/13	N	Republican Convention, Mon.
38.	6.4/13	A	Republican Convention, Tues.
39.	6.4/12	A	Remo Williams
40.	6.3/13	A	Disney Sunday Movie
41.	6.3/16	C	NFL Preseason, Saturday
42.	6.2/13	A	Dakota's Way
43.	6.2/12	C	Republican Convention, Thurs.
44.	6.1/12	A	Republican Convention, Wed.
45.	6.0/12	C	Republican Convention, Mon.
46.	6.0/12	N	Republican Convention, Tues.
47.	6.0/12	N	Lovers, Partners and Spies
48.	5.8/11	C	Cavanaughs
49.	5.6/12	C	Tour of Duty
50.	5.3/12	A	Supercarrier
51.	5.3/11	C	Republican Convention, Wed.
52.	5.3/11	N	Rags to Riches
53.	5.3/11	N	Republican Convention, Wed.
54.	5.2/10	C	Republican Convention, Tues.
55.	5.0/11	C	CBS Summer Playhouse
56.	4.9/11	C	Frank's Place
57.	4.3/10	N	Sportsworld, 10th Anniversary

* Indicates premiere episode

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